

MODERN

A.I.A.-23-L-1

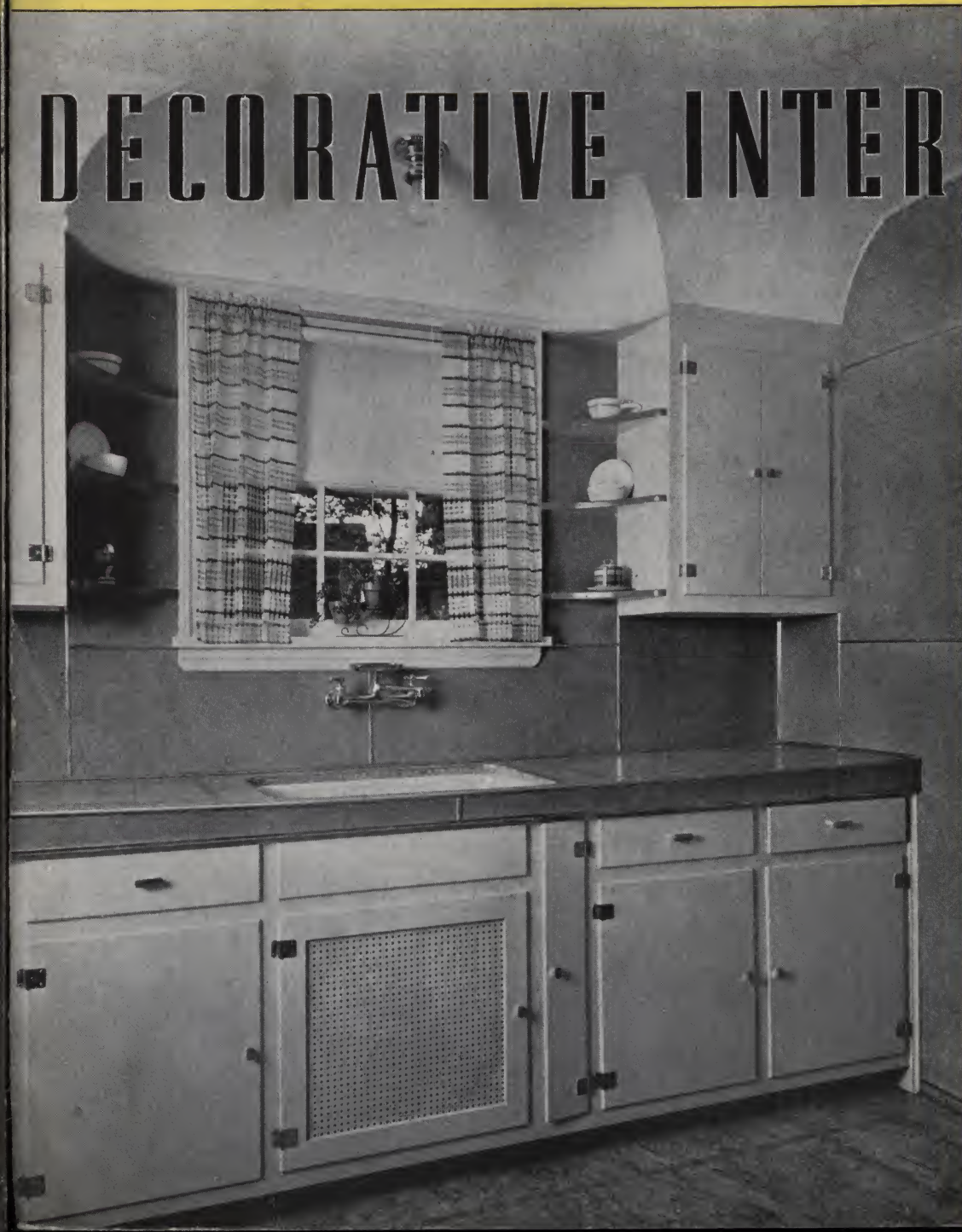
DECORATIVE INTERIORS

AT LOW COST

JOHNS-MANYVILLE

Asbestos

FLEXBOARD



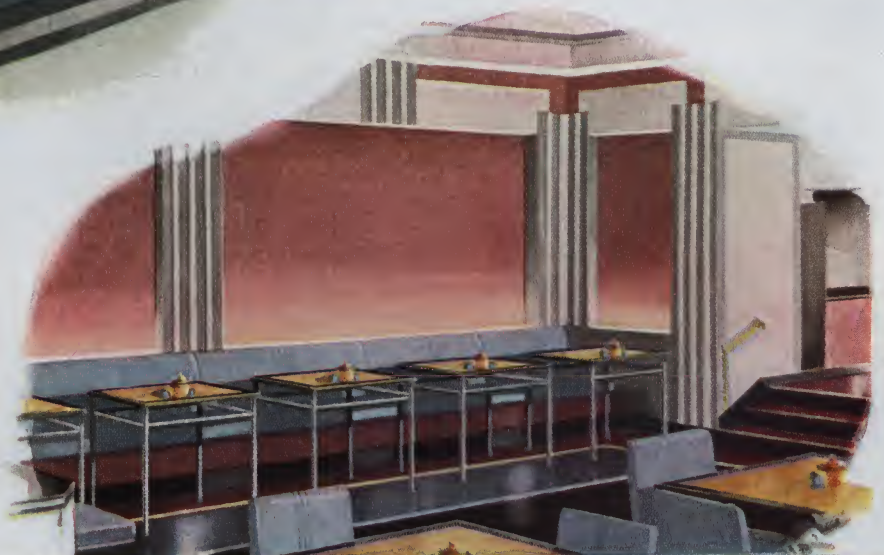
Smart Interiors of Johns-Manville Asbestos Flexboard



WOMEN'S ACCESSORY SHOP IN BUFF WITH STRIPS OF LIGHT GRAY



APPOINTMENT ROOM IN BEAUTY PARLOR DONE IN GREEN AND SLATE



MODERN RESTAURANT IN ROSE, WITH COLUMNS OF LIGHT GRAY AND SLATE

"What's the latest in decorative wall finishes?"

HERE is a question that interests everyone — home owner, housewife, store owner, architect, designer, and interior decorator, each with a specific problem in mind. Johns-Manville answers this important question with a material that offers every essential advantage of the ideal wall, and does so at a price that anyone can afford. This new material — J-M Asbestos Flexboard — lends itself readily to every type of job, from the simple remodeling of a kitchen, to the more difficult task of designing and constructing modern commercial interiors.

A NEW TYPE OF MATERIAL

When the Johns-Manville laboratories combined asbestos fibres with portland cement, they created a hard, permanent and fireproof material with a natural texture that is unlike anything heretofore available. And by using color in the cement and then polishing the finished sheet, they produced a colorful, lustrous and maintenance-free finish that has won the acclaim of all who have seen it.

Although Flexboard is only $\frac{1}{8}$ inch thick it is structurally strong and tough. Its light weight and large size (4' x 4' and 4' x 8' sheets) make it low in cost and inexpensive to apply.

DECORATIVE POSSIBILITIES

J-M Flexboard is furnished in attractive tones of Rose, Buff, Green, Slate and Light Gray. In keeping with the vogue for plain surfaces, it is generally applied in unscored sheets with flush joints, and fastened in place with unobtrusive escutcheon pins in brass or chrome. When it is so desired, the joints can be planed or sandpapered to give a delicate V-grooved effect. For more emphatic design, the joints can be covered with mouldings of polished metal, which also serve as fasteners. This feature affords unlimited freedom in the use of panels in contrasting colors and sizes. Flexboard is also available in tiled design with soft gray score marks.

OPPORTUNITIES FOR USE

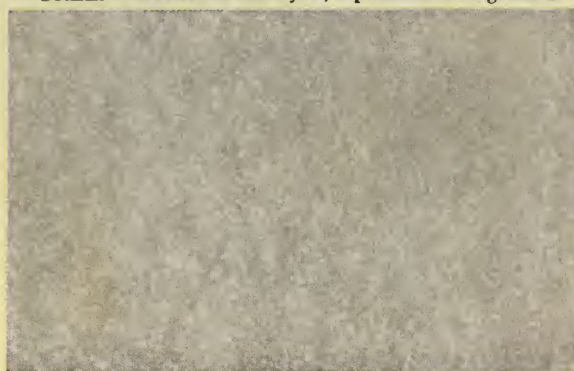
J-M Asbestos Flexboard is as well suited to redecorating and remodeling as to building. When used in the home, it answers the problem of decoration in kitchens, lavatories and game rooms. And when used in the commercial field it has made an enviable place for itself in many of the finer types of commercial establishments, such as beauty salons, barber shops, florists, department stores, haberdasheries, restaurants, showrooms and offices; likewise in stores and markets, and under trying conditions in corridors and lobbies, and even in the grime of an electrotyping plant. The illustrations in this folder show how well it is adapted to a variety of treatments.



ROSE: An exceptionally rich and distinctive finish.



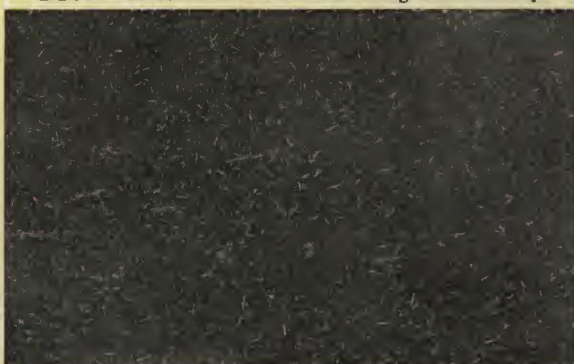
GREEN: Restful to the eyes; a pleasant background.



LIGHT GRAY: A new shade of unusual adaptability.



BUFF: An admirable color that is light and cheery.



SLATE: Closely resembles genuine slate in color.

● THESE ARE THE ATTRACTIVE COLORS OF J-M ASBESTOS FLEXBOARD

All colors available in both the plain and tile designs

CHECK THESE ADVANTAGES OF JOHNS-MANVILLE *Deco*

NEVER before has a material been made with all of these important features at such a low cost.

1. DISTINCTIVE APPEARANCE

In Asbestos Flexboard, Johns-Manville has provided a material with an interesting texture and a hard, lustrous finish. The material is applied through the material. As a result there is nothing on the surface or craze.

2. EASILY INSTALLED BY ANY ONE

Flexboard is as easy to handle and apply as any fibrous asbestos-cement product, it can actually be sawed and nailed. No difficulty in applying the material around fixtures. It can be applied over dingy walls just as readily as in new construction.

3. FIREPROOF, PERMANENT, AND TIDY

Flexboard is made of two imperishable ingredients—asbestos and cement. It cannot burn, and it will not deteriorate, nor will it be affected by moisture.

4. NO EXTRA MAINTENANCE

Flexboard has a highly polished finish that is as resistant as a glazed surface. All it needs is the customary wiping with a damp cloth. Extra attention, such as painting, varnishing, or staining, is not required. Should any portion of the surface ever become dulled, it can be immediately renewed with ordinary household wax.*

*Because Decorative Asbestos Flexboard is polished with wax, it is not recommended for use in places where it would be subjected to steam or hot water such as in shower stalls, etc. In such places, we recommend J-M Asbestos Wainscoting, which has a "baked on" finish to stand up under such conditions.

• Remodel on easy terms

Government rates . . . No down payment . . . A

Under the Johns-Manville Million-Dollar-to-Lend Improvement Plan, remodeling work at the rates established by the National Housing Administration is ever offered for this type of work. Under this plan you can include the cost of the Johns-Manville materials represents as little as 10% of the total cost. We will give you a free estimate. You will be placed under no obligation.



Fortunate is the housewife whose work is done in a kitchen as pleasant as this! Note how the Flexboard has been carried into the breakfast nook and refrigerator recess.



A modern bathroom showing J-M Asbestos Flexboard on the upper walls, and J-M Asbestos Wainscoting, with a special "baked on" finish, installed around the bath tub.



A suggestion for a restaurant combining both horizontal and vertical panels of J-M Flexboard.

This office wall is covered in squares of J-M Flexboard.

creative ASBESTOS FLEXBOARD ●

available that combined
an amazingly low cost.

ICE

Beautiful new wall material
The color goes all the way
the surface to chip, crack,

CARPENTER

board. Although it is an
milled like wood. Carpenters
es or odd-shaped spaces. It
construction.

TERMITE-PROOF

Asbestos and cement. Therefore
attacked by termites.

CE

Resistant to dirt and dust as a
down with a dry or damp
scrubbing is never required.
It can be restored imme-

Recommended for use in places
like or around bathtubs. For such
"on" surface especially designed

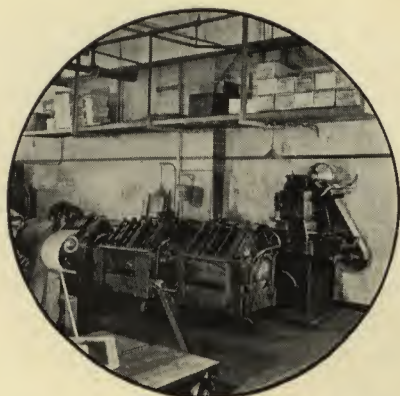
ms ●

year or more to pay

Plan, credit is available for
Act — the most favorable rates
for all types of remodeling, even
25% of the total contract. Let
on whatsoever.



Flexible



J-M Decorative Flexboard applied over grimy
plaster walls provided an economical solution to
the problem of wall maintenance in this large
New York City electrotyping plant. The presence
of sawdust, humidity and graphite made it imper-
ative to have an easily cleaned wall finish.



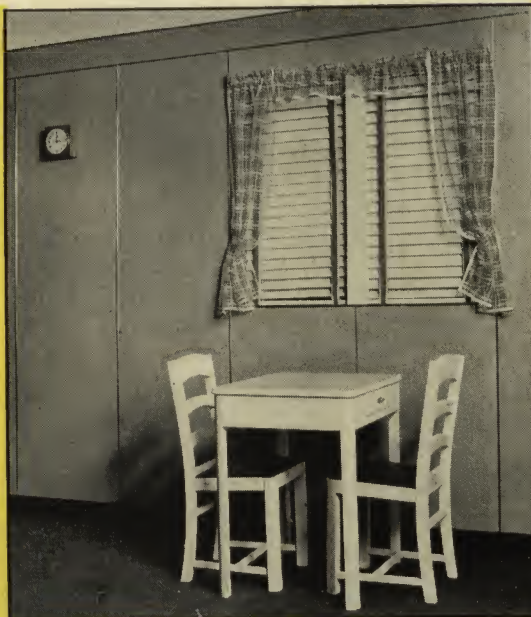
In this basement game room, J-M Asbestos Flexboard was used
not only for the walls, but for the curved bar front as well.



A beauty parlor booth lined with J-M Decorative Flexboard.



Decorated by superimposing
Flexboard over recessed strips.



This effect of vertical panels is one of the most
popular designs selected for home kitchens.



This illustration shows how J-M Flexboard in tile design can
be combined with Flexboard in plain sheets to provide variety.



This lovely kitchen owes its beauty to the large sheets of Buff and Green Asbestos Flexboard, trimmed with polished aluminum moulding. The low partition with its radio on the nook side is an especially interesting feature.



A MODERN KITCHEN FEATURING FLEXBOARD IN BUFF AND GREEN

Modernizing with Flexboard pays dividends in New Business

Attractive, maintenance-free wall finish now available at low cost

THE appearance of a shop probably has more to do with developing a profitable business than any other single factor. In recent years many merchants have felt the need of modernizing their stores in order to capture a greater share of potential business, but have postponed doing so because of the expense. To these merchants, Johns-Manville Decorative Flexboard offers the opportunity to improve their places of business at a cost appreciably lower than they would ordinarily expect to pay. This revolutionary new building material of asbestos and cement fills a long-felt need for colorful, lustrous, sanitary walls that not only would be economical to install, but that would also eliminate the need for expensive cleaning or redecorating in the future.

As shown in the pictures in this folder, Flexboard can be used for counters and show cases, as well as for walls, thus making the whole interior harmonious from an artistic standpoint, and uniformly free from maintenance.

Under the Johns-Manville Million-Dollar-to-Lend Improvement Plan, described on the preceding pages, commercial work of all types can be executed at once, with no down payment, and with a year or more to pay at the low rates established by the National Housing Act.



An illustration of J-M Decorative Flexboard as a wall treatment in a barber shop. Note how even the door has been faced with this most attractive material.



A department store lounge, with a wainscoting of J-M Decorative Flexboard, applied with flush joints. The darker cap moulding lends a very pleasing accent.



Johns-Manville Decorative Asbestos Flexboard provides a colorful wainscoting that is economical and resistant to wear.



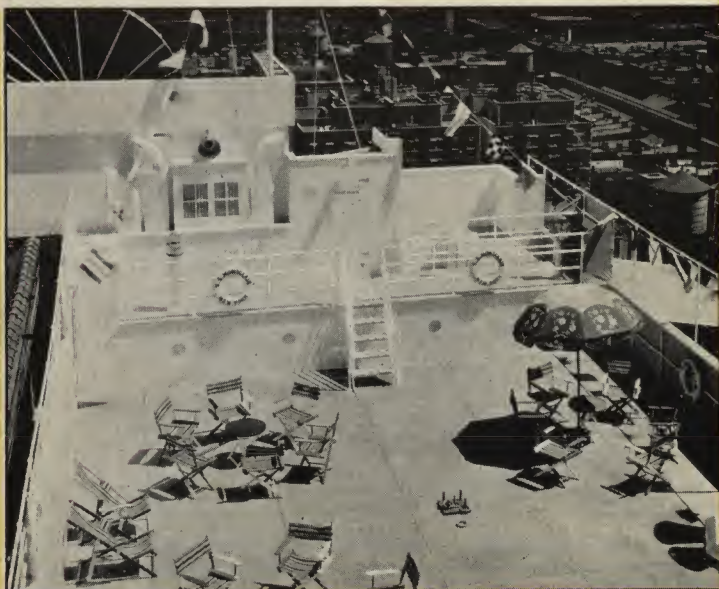
A remarkable demonstration of the versatility of J-M Flexboard. Used on the face of the bar, as well as above and between the mirrors, with decorative metal mouldings.

Additional uses for J-M ASBESTOS FLEXBOARD (Standard Form)

J-M Asbestos Flexboard is also available in unpolished, buff-colored sheets, 4 x 8 feet in size, by 1/8 and 3/16 of an inch thick. In this form it has wide application in the construction of interiors and exteriors. It is ideal for use in building partitions, storage rooms, fur storage vaults, store fronts (painted), display windows, counters, table tops and for practically every other use where a fireproof, permanent sheet is desired at low cost. For full information regarding this new material, ask for a copy of the special folder which describes Johns-Manville Standard Asbestos Flexboard.



These pictures show an almost unbelievable transformation from a tinderbox into an attractive place of business. The entire face of the remodeled building is of J-M Standard Asbestos Flexboard, painted pure white on the job.



Atop the Hotel Montclair, New York City, the visitor finds himself on "ship board," surrounded by gleaming white walls of painted J-M Flexboard. As in many other cases, Flexboard here provided a simple answer to the need for economical, weather-resistant construction.



J-M Standard Asbestos Flexboard can also be painted and used for interior decoration, as this photograph of a large office clearly shows. The polished metal bands divide the wall areas into well-proportioned sections, and harmonize with the beamed effect on the ceiling.

TAYLOR-SEIDENBACH INC.

Telephone RA. 6211 1401 Tchoupitoulas St.

NEW ORLEANS, LA.



HEADQUARTERS FOR THE JOHNS-MANVILLE MILLION-DOLLAR-TO-LEND IMPROVEMENT PLAN



A.I.A.-23-1-1

Additional uses for
J-M ASBESTOS FLEXBOARD
(Standard Form)

J-M Asbestos Flexboard is also available in unpolished, buff-colored sheets, 4 x 8

Digitized by:



ASSOCIATION FOR PRESERVATION TECHNOLOGY
www.apti.org

For the

BUILDING TECHNOLOGY HERITAGE LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:



SOUTHEASTERN ARCHITECTURAL ARCHIVE
SPECIAL COLLECTIONS
HOWARD-TILTON MEMORIAL LIBRARY

<http://seaa.tulane.edu>



*show an almost unbelievable
from a tinderbox into an attrac-
business. The entire face of the
ding is of J-M Standard Asbes-
painted pure white on the job.*



*Also be painted and used for
of a large office clearly shows.
l areas into well-proportioned
l effect on the ceiling.*

TAYLOR-SEIDENBACH INC.

Telephone RA. 6211 1401 Tchoupitoulas St.

NEW ORLEANS, LA.



HEADQUARTERS FOR THE JOHNS-MANVILLE MILLION-DOLLAR-TO-LEND IMPROVEMENT PLAN

